



2012 Sponsorship Opportunities

WE ARE NEW MEXICO'S RESTAURANT INDUSTRY

The restaurant industry in New Mexico is a \$2.1 billion dollar industry. We are the largest private employer in New Mexico, with 83,000 people working in our industry. The restaurant industry has 44% of the food dollar in New Mexico and has close to 4,500 locations.

The success of the industry is due to the dedicated people who comprise it and support the industry by providing products and services. A healthy industry means that we all do well. By supporting the industry in which you make your living, you ensure your future and the future of thousands of small businesses.

Government Affairs is a Critical Area! Since 1946, the New Mexico Restaurant Association has worked to protect the interests of our members. **Funds received from sponsorships support our operating budget and allow the association to protect members' rights in the political arena.** Legislation has an impact on all of our lives and the New Mexico Restaurant Association is the only entity that works to ensure fair and equitable treatment of our industry.

OPPORTUNITIES AT A GLANCE

Platinum - \$20,000

Diamond- \$15,000

Gold - \$10,000

Silver - \$7,500

Bronze - \$5,000

Benefactor - \$2,500

Contributor - \$1,000



The New Mexico Restaurant Association cordially invites you to participate in our sponsorship opportunities for 2012. It is our mission to empower the food and beverage industry by promoting and protecting common values and interests. You can help us accomplish our mission by sponsoring the industry in 2012.

There is a sponsorship level to suit every company's marketing strategy. Choose the program that fits your company best and return your commitment form today. Please contact us at 505-343-9848 or 800-432-0740 if you have questions about your selections.

PLATINUM - \$20,000

This sponsorship opportunity recognizes your company as a premier sponsor of NMRA. Your company will receive the following:

- ❖ Top recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 10 free registrations)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ Home Page recognition with link to your website (rotating logo on home page)
- ❖ Website banner ad on an interior page with link to your website
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ NMRA membership list at your request
- ❖ Access to survey results from periodic NMRA membership surveys
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising

DIAMOND - \$15,000

This sponsorship opportunity that recognizes your company as a primary sponsor. Your company will receive the following:

- ❖ High-level recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 6 free registrations)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ Home Page recognition with link to your website (rotating logo on home page)
- ❖ E-newsletter display ad (four issues for year)
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ NMRA membership list at your request
- ❖ Access to survey results from periodic NMRA membership surveys
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising



GOLD - \$10,000

This sponsorship opportunity recognizes your company as a major sponsor. Your company will receive the following:

- ❖ High-level recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 4 free registrations)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ Home Page recognition with link to your website (rotating logo on home page)
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ NMRA membership list at your request
- ❖ Access to survey results from periodic NMRA membership surveys
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising



SILVER - \$7,500

This level recognizes your company as a major sponsor of our programs. Your company will receive the following:

- ❖ Major recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 3 free registrations)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ NMRA membership list at your request
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising

BRONZE - \$5,000

This level recognizes your company as an annual NMRA sponsor. Your company will receive the following:

- ❖ Recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 2 free registrations)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ NMRA membership list at your request
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising

BENEFACTOR - \$2,500

- ❖ Recognition (including signage and programs) at all NMRA association events
 - Hospitality Industry Awards (includes 1 free registration)
 - Recognition at other annual events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ NMRA membership list at your request
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising

CONTRIBUTOR - \$1,000

- ❖ Recognition (including signage and programs) at all NMRA association events
- ❖ Sponsorship listing with logo in full color on the sponsor page of our magazine every issue
- ❖ Sponsorship recognition on our website sponsor page including link to your website
- ❖ NMRA membership list at your request
- ❖ Add your events to NMRA calendar with a link to your website
- ❖ Political influence, support and assistance dealing with issues affecting the hospitality industry
- ❖ NMRA logo to display and use in advertising

OTHER OPPORTUNITIES

There are several other opportunities for your company to support the industry in 2012. If you have a special event or area you would like to sponsor, please let us know. We are happy to customize your sponsorship to meet your needs.

Website Sponsorships

The NMRA website (www.nmrestaurants.org) is visited by over 200 people viewing over 700 pages each day. Banner ads are offered on several sub-pages of our site.

Newsletter Sponsorships

Que Cookin?, our e-newsletter, is e-mailed to all NMRA members twice a month and presents timely industry news and information. Banner ads are available in the newsletter, which is opened and read by an industry-high 25% of subscribers.

Magazine Sponsorships

The *Southwest Restaurateur* is our quarterly magazine, and it is sent to all foodservice operators statewide. The magazine offers pertinent industry information and articles. Display advertising is available in every issue.

Please contact our Communications Department (communication@nmrestaurants.org) for more information on any of our communication avenues (website, newsletter or magazine).

Special Event Sponsorships

NMRA hosts several special events throughout the year. Restaurateurs from all segments - fine dining to quickservice - attend these events and there are networking opportunities available at all of them. Please contact us (dining@nmrestaurants.org or 505-343-9848) for more information on 2012 events.



2012 SPONSORSHIP OPPORTUNITY FORM

Yes, our company would like to take advantage of sponsorship opportunities in 2012. Please sign us up for the sponsorship level selected below.

ANNUAL SPONSORSHIPS:

Platinum - \$20,000

Diamond - \$15,000

Gold - \$10,000

Silver - \$7,500

Bronze - \$5,000

Benefactor - \$2,500

Contributor - \$1,000

*Unless indicated otherwise, we will bill you quarterly in equal amounts for your **annual** sponsorship. If you prefer, you may send the entire amount in one check with this form. Please contact Cynthia Ploen in our office (505-343-9848 or accounting@nmrestaurants.org) if you would like to make other arrangements.*

OTHER OPPORTUNITIES:

Please contact me about sponsorship of the website, magazine or newsletter.

Please contact me about sponsorship of NMRA events.

BILLING INFORMATION (we will contact you to confirm your listing):

Company Name

Contact Name

Address

City, State, Zip

Phone/Fax

E-Mail

Please return this form to:

New Mexico Restaurant Association
9201 Montgomery NE, Suite 602
Albuquerque, NM 87111

or fax to: 505-343-9891

Questions? Call NMRA at
505-343-9848 or 800-432-0740
or e-mail executive@nmrestaurants.org